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KDL-40EX729

40" (diag) LED EX729-Series Internet TV

Entertainment lovers, the slim Sony® EX729-Series LED LCD HDTV is for you. See precise motion detail plus watch your favorite 2D or 3D entertainment in clear, vivid Full HD 1080p picture quality with incredible contrast.[4,5] Enjoy instant access to must have entertainment on your terms with new apps delivered automatically. You can even video chat with family and friends with Skype on the big screen.[2]

Bullets

- Online entertainment access with automatic app updates[1]
- RS-232C and IR-in for custom control installations
- Edge LED backlit for incredible contrast & slim design
- X-Reality™ Engine for a clear, vivid, life-like picture
- Smooth motion clarity with MotionFlow™ XR 240

Features

RS-232C and IR-in

Allows flexible control capabilites in custom and advanced installations.

See It All in 3D

Enjoy incredible depth and a sharp, Full HD 1080p picture from the leader in 3D technology. Plus easy set up with built-in 3D sync transmitter. (3D Active Glasses required, sold separately).

Edge LED Backlighting

Experience the next level of picture quality and contrast with Sony's Edge LED Backlight technology. This technology sharpens image contrast giving an amazingly crisp picture you can see. The ultra-thin backlight system allows for a slimmer, sleeker design.

X-Reality™ Engine

Enjoy a vivid, lifelike picture experience. Sony's X-Reality engine brings out the best by analyzing each scene so you see sharpened images, and amazing contrast detail.

MotionFlow™ XR 240

See smooth and precise detail during fast-action scenes. Sony's Motionflow XR 240 technology for fast action movies and sports by reducing blur caused by quick camera movements, enhancing image sharpness, and overall creates a clearer picture.

Internet Streaming & Connectivity

Internet Streaming: Internet favorites now streaming on your television. In addition to Qriocity™, watch hit movies with Netflix®, popular TV shows on Hulu Plus™ or user-generated video on YouTube™. You can even listen to personalized music on Pandora®. Enjoy the widest selection of internet content at your fingertips.[1]

Skype™ Ready:
Easily connect to family and friends live on your HDTV wherever they are with Skype! Enjoy free high definition Skype-to–Skype video calls from the comfort of your living room. Simply attach the Sony® compact microphone/camera (CMU-BR100, required, sold separately) and see your friends on the big screen – it's unlike any experience you could get on a PC. [2]

Wi-Fi® Ready:
Going wireless is easy with the UWA-BR100 Wi-Fi® adapter (sold separately). Just plug it in and get ready to stream movies, photos, music and videos straight to your TV from the Internet or your home network.[1]

DLNA® Streaming:
Access and share photos, videos and music on your TV by streaming them from compatible DLNA® device like your PC or Playstation®3 system.[3]

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Presence Sensor

Save energy when you're not around. The television's built-in motion sensor has the ability to scan the room and detect movement. If the sensor detects no movement it automatically turns off the picture leaving only sound. After more time and no movement, the TV turns itself off minimizing any unnecessary power draw.

Navigation Made Easy

Enjoy an easy-to-use menu that allows you to navigate additional content or adjust the picture settings while watching your favorite program.

Faster Start-Up

Quick Start & Viewing feature enables this Sony television to go from 'OFF' to 'ON' 2-3 times faster than previous Sony televisions.

USB Photos, Videos & Music

Share your photos on the big screen or listen to your favorite music. Simply connect your digital camera, USB-enabled MP3 player, or USB storage device directly to your HDTV's USB input.

LightSensor™ Technology

Enjoy customized picture brightness and save energy without lifting a finger. The built-in Light Sensor automatically adjusts the picture brightness based on the amount of light in the room.

BRAVIA® Sync™ Compatible

Conveniently operate and control other BRAVIA® Sync™ compatible devices - including BRAVIA® HDTVs, Blu-ray Disc™ Players, surround sound systems, Handycam® camcorders and Cyber-shot® digital still cameras, all with one remote control.

Specifications

3D Features	
2D to 3D Conversion	Yes
3D	Yes
3D Sync Transmitter Integrated	Yes
Audio	
Audio Power Output	10W + 10W
Speaker Configuration	2
Speaker Position	Rear Facing
Audio Features	
5.1 Channel Audio Out	Yes
5.1ch Through Out (Handycam)	Yes
Alternate Audio (Digital)	Yes
Audio Out	Fixed/Variable
Auto Mute (on no signal)	Yes
Auto SAP	Yes
Clear Phase Speaker	Yes
Dolby®	Dolby Digital, Dolby Digital Plus, Dolby Pulse
Headphone/ Speaker Link	Yes
Invisible Speaker (w/Sound Elevation)	Yes
S-Master	Yes
Sony Original Surround	S-Force Front Surround 3D
Sound Booster	Yes
Sound Enhancer	Yes
Sound Mode	Dynamic, Standard, Clear Voice, Custom
Stereo System	MTS
Surround Effect	Cinema, Sports, Music, Game
Broadcast Features	
TV Guide On-Screen	Yes
Convenience Features	
Auto Shut-off	Yes
BRAVIA® Sync™	Yes
Channel Block (with password)	Analog & Digital
Channel Jump	Yes
Channel Surf	Yes
Control for HDMI™ (HDMI™ CEC)	Yes
Edit Channel Labels	Yes
Info Banner	Yes
Input Skip	Automatic
Label Inputs	Yes
Multiple Language Display	English, French, Spanish
On/Off Timer	Yes
On-Screen Clock	Yes
On-Screen Display for External Input	Yes
On-Screen Operating Instructions	Yes
Panorama	Yes
PAP (Fixed or Variable)	PAP(Variable)
Parental Control	Yes
Picture Adjustments Lock	Yes
Picture Frame Mode	Yes
PIP (Picture in Picture)	Yes
Quick Start & Viewing	Yes
Scene Select	Photo, Music, Cinema, Game, Graphics, Sports, Animation
Show/Hide Channels	Yes
Skin Naturalizer	Yes
Sleep Timer	Yes
Twin Picture	PAP (Variable)
USB Play	Yes

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Customizing Capability	
Control via IR In	Yes
RS-232C Control	Yes
Design Features	
6 degree Upward Style	Yes
Stand Swivel	Yes
Stand Swivel Range	Left 20°/Right 20°
Stand Tilt	Yes
Stand Tilt Range	0°- 6° Flexible
Display	
Aspect Ratio	16:9
Display Resolution	Full HD 1080p
Dynamic Contrast Ratio	Infinite[4]
Panel Frequency	120Hz
Screen Size (measured diagonally)	40"
Viewing Angle (Right/Left)	178 (89/89)
Viewing Angle (Up/Down)	178 (89/89)
Energy Saving & Efficiency	
Backlight Off Mode	Yes
Dynamic Backlight Control	Yes
Energy Star® compliant	Yes (Exceeds v5.0)
Power Consumption (On Mode) for Energy Star	64W
Power Consumption (Standby Mode) for Energy Star	0.20W
General Features	
Audio Return Channel	Yes
Closed Captions (CC)	Analog, Digital
Finish (Surface Color)	Black
HDMI™ InstaPort	Yes
New GUI	Yes
Start Up Sony Logo Display	Yes
Inputs and Outputs	
AC Power Input	1 (Rear)
Analog Audio Input(s) (Total)	2 (Rear)
Audio Out	1 (Side/Hybrid)
Component Video (Y/Pb/Pr) Input(s)	1 (Rear/Hybrid)
Composite Video Input(s)	2 (1 Rear/1 Hybrid)
Digital Audio Output(s)	1 (Rear)
Ethernet Connection(s)	1 (Rear)
HDMI™ Connection(s) (Total)	4 (1 Side/3 Rear)
HDMI™ PC Input	Yes
Headphone Output(s)	1 (Side/Hybrid)
IR Input(s)	1 (Rear)
PC In (D-Sub) + Audio In (Stereo Mini)	D-Sub 1(Side), Mini 1(Rear)
RF Connection Input(s)	1 (Rear)
RS-232C Input(s)	1(Bottom)
USB 2.0	2 (Side)
Network Features	
BRAVIA® Internet Video	Yes
BRAVIA® Internet Widgets	Yes
DLNA	Yes
DLNA	Yes
HTML Browser	Yes
Media Remote	Yes (Firmware Update Required)
Photo MAP	Yes
Skype™	Yes
TrackID	Yes
Video Search	Yes
What's New	Yes (Firmware Update Required)
Wi-Fi Direct	Yes (Firmware Update Required)
Wireless LAN	Ready (UWA-BR100 required, sold separately)
Power	
Power Consumption (in Download Acquisition Mode)	0.02kWh / Day
Power Consumption (in Operation) max.	110W
Power Consumption (in Standby)	0.20W (120V)
Power Requirements (frequency)	60Hz
Power Requirements (voltage)	AC 120V
Recycled & Recyclable Materials	
Packaging Materials	Recycled Carton (more than 40%)
Regulation and Standards Compliance	
VESA® Hole Pitch	300x300 mm
VESA® Hole Spacing Compatible	Yes
Sensing Features	
LightSensor™ Technology	Yes
Presence Sensor	Yes
Service and Warranty Information	
Limited Warranty Term	18 Months Parts / 18 Months Labor
TV System	
Channel Coverage	VHF: 2-13, UHF: 14-69, CATV: 1-135
Color System	NTSC
Number of Tuners (Analog)	1 (Hybrid)
Number of Tuners (Digital)	1 (Hybrid)
Tuner (Cable)	Clear QAM
Tuner (Terrestrial)	ATSC
TV System (Analog)	M
TV System (Digital)	ATSC
Video Features	
24p True Cinema™ Technology	Yes
3D Comb Filter	Yes
4:3 Default	Yes
Advanced Contrast Enhancer (ACE)	Yes
Auto Wide	Yes
Blinking Type	Frame Blinking
CineMotion® Reverse 3:2 Pulldown Technology	Yes
Deep Color	Yes
Intelligent Image Enhancer	Yes
Intelligent MPEG Noise Reduction	Yes
Live Color™ Technology	Yes
Motionflow™ Technology	XR 240
PhotoTV HD	Yes
Picture Mode	Vivid, Standard, Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom, Cinema, Game-Standard, Game-Original, Graphics, Sports, Animation
Video Processing	X-Reality™ Engine
Wide Mode	Full, Normal, Wide Zoom, Zoom, Caption, Normal/Full1/Full2 for PC
Dimensions (Approx.)	

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1. Broadband speed of at least 2.5 Mbps recommended (10 Mbps for HD content). Video quality varies. Content provided is subject to change. Premium content may require additional fees or a subscription. Wireless connectivity requires an 802.11 home network (802.11n recommended).

2. Broadband speed of at least 2.5 Mbps recommended (10 Mbps for HD content). Video quality varies. Content provided is subject to change. Premium content may require additional fees or a subscription. Wireless connectivity requires an 802.11 home network (802.11n recommended). Skype requires firmware update and is subject to Skype's terms and conditions, which Skype has the ability to change at any time.

3. Requires all devices to be connected to the same home network.

4. Dynamic contrast ratio compares the luminance of a 100 IRE (white) signal with that of a 0 IRE (black) signal. When the TV receives a 0 IRE signal the backlight is turned off and the luminance measurement is 0.00 cd/m^2. The resulting dynamic contrast ratio is infinite.

5. Requires 3D content, 3D player, HDMI™ cable (at least 10.2 Gbps) and 3D active glasses sold sep.

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